

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A mobile phone having a software application for participating in a promotional offer, said mobile phone comprising:

a processor;

a processor readable storage medium;

code recorded in the processor readable storage medium to input a promotional offer code into the mobile phone;

code recorded in the processor readable storage medium to access promotional offer code data that has been ~~pre-provisioned~~pre-stored in the mobile phone, the promotional offer code data comprising parameters of a sponsor of a promotional campaign that awards prizes to winners of the promotional campaign;

code recorded in the processor readable storage medium to associate an input promotional offer code with corresponding promotional offer code data;

code recorded in the processor readable storage medium to construct a promotional offer entry based on promotional offer code data that corresponds to a promotional offer code; and

code recorded in the processor readable storage medium to transmit the promotional offer entry to a ~~promotional~~the sponsor.

2. (Currently Amended) The mobile phone of claim 1 wherein the ~~pre-provisioned~~pre-stored promotional offer code data that resides in the mobile phone was sent to the mobile phone via an over-the-air (OTA) process.

3. (Currently Amended) The mobile phone of claim 1 wherein the ~~pre-provisioned~~pre-stored promotional offer code data that resides in the mobile phone was embedded into the mobile phone by the manufacturer.

4. (Original) The mobile phone of claim 1 wherein the promotional offer code data defines the format and content of a promotional offer entry.

5. (Original) The mobile phone of claim 4 wherein the code recorded in the processor readable storage medium to construct a specific promotional offer entry comprises:

code recorded in the processor readable storage medium to create a message addressed to the promotional sponsor in the format described by the promotional offer code data; and

code recorded in the processor readable storage medium to include the content described by the promotional offer code data in the message.

6. (Original) The mobile phone of claim 5 wherein the code recorded in the processor readable storage medium to construct a specific promotional offer entry further comprises:

code recorded in the processor readable storage medium to encrypt the message.

7. (Original) The mobile phone of claim 5 wherein the format of the promotional offer entry described by the promotional offer code data is an SMS message.

8. (Original) The mobile phone of claim 5 wherein the format of the promotional offer entry described by the promotional offer code data is an MMS message.

9. (Original) The mobile phone of claim 5 wherein the format of the promotional offer entry described by the promotional offer code data is an e-mail message.

10. (Currently Amended) A method ~~by which~~operable on a mobile phone ~~can that~~allows the mobile phone to participate in a promotional offer, said method comprising:

inputting a promotional offer code into the mobile phone;

accessing, by the mobile phone, promotional offer code data that has been pre-provisioned~~pre-stored~~ in the mobile phone, the promotional offer code data comprising

parameters of a sponsor of a promotional campaign that awards prizes to winners of the promotional campaign;

associating an input promotional offer code with corresponding promotional offer code data;

constructing, by the mobile phone, a promotional offer entry based on promotional offer code data that corresponds to a promotional offer code; and

transmitting, by the mobile phone, the promotional offer entry to a promotional sponsor.

11. (Currently Amended) The method of claim 10 wherein the ~~pre-provisioned~~pre-stored promotional offer code data that resides in the mobile phone was sent to the mobile phone via an over-the-air (OTA) process.

12. (Currently Amended) The method of claim 10 wherein the ~~pre-provisioned~~pre-stored promotional offer code data that resides in the mobile phone was embedded into the mobile phone by ~~the~~a manufacturer of the mobile phone.

13. (Original) The method of claim 10 wherein the promotional offer code data defines the format and content of a promotional offer entry.

14. (Currently Amended) The method of claim 13 wherein constructing a specific promotional offer entry comprises:

creating, by the mobile phone, a message addressed to the promotional sponsor in the format described by the promotional offer code data; and

including, by the mobile phone, the content described by the promotional offer code data in the message.

15. (Currently Amended) The ~~mobile phone~~method of claim 14 wherein constructing a specific promotional offer entry further comprises encrypting the message.

16. (Original) The method of claim 14 wherein the format of the promotional offer entry

described by the promotional offer code data is an SMS message.

17. (Original) The method of claim 14 wherein the format of the promotional offer entry described by the promotional offer code data is an MMS message.

18. (Original) The method of claim 14 wherein the format of the promotional offer entry described by the promotional offer code data is an e-mail message.

19. (Currently Amended) A mobile phone for participating in a promotional offer, said mobile phone comprising:

means for inputting a promotional offer code into the mobile phone;

means for accessing promotional offer code data that has been ~~pre-~~
~~provisioned~~pre-stored in the mobile phone, the promotional offer code data comprising parameters of a sponsor of a promotional campaign that awards prizes to winners of the promotional campaign;

means for associating an input promotional offer code with corresponding promotional offer code data;

means for constructing a promotional offer entry based on promotional offer code data that corresponds to a promotional offer code; and

means for transmitting the promotional offer entry to a promotional sponsor.

20. (Currently Amended) The mobile phone of claim 19 wherein the ~~pre-~~
~~provisioned~~pre-stored promotional offer code data that resides in the mobile phone was sent to the mobile phone via an over-the-air (OTA) process.

21. (Currently Amended) The mobile phone of claim 19 wherein the ~~pre-~~
~~provisioned~~pre-stored promotional offer code data that resides in the mobile phone was embedded into the mobile phone by the manufacturer.

22. (Original) The mobile phone of claim 19 wherein the promotional offer code data defines the format and content of a promotional offer entry.

23. (Original) The mobile phone of claim 22 wherein constructing a specific promotional offer entry comprises:

means for creating a message addressed to the promotional sponsor in the format described by the promotional offer code data; and

means for including the content described by the promotional offer code data in the message.

24. (Original) The mobile phone of claim 23 wherein constructing a specific promotional offer entry further comprises encrypting the message.

25. (Original) The mobile phone of claim 23 wherein the format of the promotional offer entry described by the promotional offer code data is an SMS message.

26. (Original) The mobile phone of claim 23 wherein the format of the promotional offer entry described by the promotional offer code data is an MMS message.

27. (Original) The mobile phone of claim 23 wherein the format of the promotional offer entry described by the promotional offer code data is an e-mail message.